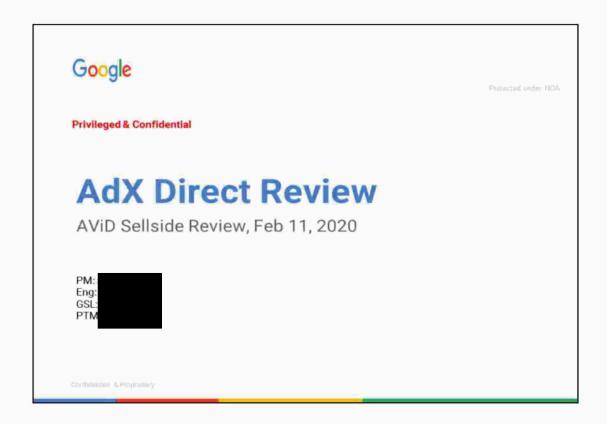# EXHIBIT 91
REDACTED

What is AdX Direct?

AdX Direct allows publishers to use **AdX as a standalone product**. This is done by generating AdX ad tags (different from GPT tags) which allows pubs with non-Google ad servers to access AdX (OA & PA Only).

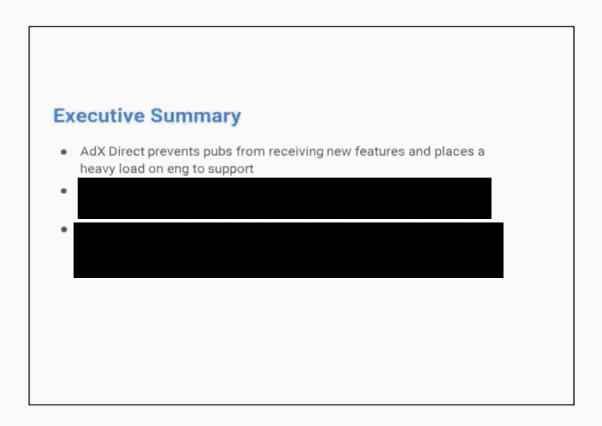Google   Confidential & Proprietary

Key Points
AdX Direct predates the Google acquisition and AdX-DFP merger
AdX Direct only has OA, PA capabilities

Closing
So why is AdX Direct a problem?

Executive Summary

- AdX Direct prevents pubs from receiving new features and places a heavy load on eng to support

- [REDACTED]

- [REDACTED]

Key Points:
Eng work will take [REDACTED] on making AdX Tags behave like GPT
We'll walk through our recommendation in the upcoming slides

GOOG-DOJ-27799216

AdX Direct prevents new features from reaching pubs and slows Serving + Reporting eng teams

- **Introduces code complexity:** DRX must support two sets of the same feature or source of truth (e.g. blocks, query tool)
  - ▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇
- **Prevents pubs from accessing new features:** e.g. Open Bidding, Multi-size, Native Express, Creative expansion
- **Stops legacy feature deprecation:** DRX must maintain features we no longer actively support (e.g. AdX historical reports, AdX Data Transfer)
- **Offers pubs a billing loophole:** We don't charge for unfilled impression on AdX Direct.

Google   Confidential & Proprietary

Key Points
Due to code complexity, it doesn't make sense to commit extra eng work to implement new features on AdX Direct
As we roll out more and more new features that pubs love, AdX Direct pubs will fall further behind

Closing
Let's take a look at who's using AdX Direct

GOOG-DOJ-27799217

AdX Direct is used by pubs on all three platforms; primarily from proprietary or 3p-ad servers

AdX Direct Net Publisher Revenue (Q4-19)

Data source

Key Points
Mobile: Many head apps in ███████████████████████████. Using █████ or proprietary
Web: ███████████████████ is biggest (currently Yavin prospect), █████ and █████
Video: Syndication partners like ████████████

AdX direct more skewed toward Mobile App, █████ of AdX Direct revenue from App vs █████ across Ad Manager (Backfill + AdX Direct)
Proprietary / 3P mediation, often using multi-call and inflating number of ad requests

GOOG-DOJ-27799218

Google   Confidential & Proprietary